

## Academic Plan as of Fall 2017

### Program Description:

Build the foundation of knowledge every nonprofit professional should know. This certification is designed for those working in the nonprofit sector, board members, volunteers, or those who are looking to enter into the industry. Learn all the major components of the nonprofit industry including fundraising, program development, charitable giving, fiduciary responsibility, managing volunteers, and marketing strategies.

### Prerequisites and Admissions Requirements:

### Program Learning Outcomes:

- By the end of the Nonprofit Management certificate program, the student will be able to describe legal compliance and public disclosure laws affecting non-profits.
- By the end of the Nonprofit Management certificate program, the student will be able to discriminate between ethical and non-ethical behavior and decisions.
- By the end of the Nonprofit Management certificate program, the student will be able to create a fundraising campaign.
- By the end of the Nonprofit Management certificate program, the student will be able to plan a strong financial oversight model.

### Program Requirements:

To earn the Nonprofit Management Certificate you must successfully complete four core courses plus an additional 3.2 CEUs of elective courses.

### Required Courses:

- Non-Profit Management Certificate Program Application (NP9999)
- Ethics in Nonprofit Governance (NP3116)
- Responsible Fundraising (NP3130)
- Strong Financial Oversight (NP3131)
- Legal Compliance & Public Disclosure (NP3132)

### Elective Courses:

- Should I or Shouldn't I – The Nuts & Bolts of Starting a Nonprofit (NP3103)
- Major Gift Fundraising (NP3105)
- Spreading the Word: Having an Effective Marketing Strategy (NP3109)
- Your Strategic Plan: A Guide for the Future (NP3119)
- Building an Inclusive Organization (NP3124)
- Making Your Board into an Effective Team (NP3127)
- Cutting to the Core: The Essential of Developing & Evaluating Programs (NP3128)
- Effective Volunteer Management (NP3133)
- The Funders' Perspective: Deciding Who Gets What (NP3134)
- An Inclusive Organization: Creating Solutions (NP3135)
- Human Resources: Ensuring Your Nonprofit is Compliant (NP3136)
- Nonprofit Finances (NP3137)
- Financial Management & Reporting Basics (NP3139)

- Contemporary Marketing Strategies: Social Marketing & Generational Approaches (NP3141)
- Whose Ball Is It? Developing Collaborative Return on Sponsorship (NP3145)
- Capital Campaigns: Everything You Need to Know (NP3146)
- Creating a Compelling Case for Support (NP3147)
- Creating a Development Plan (NP3148)
- Creating & Managing a Volunteer Workforce (NP3152)
- Introduction to Social Enterprise for Nonprofits (NP3153)
- Social Enterprise: From Marketing to Sustainability (NP3154)
- Program Development & Evaluation (NP3156)
- Nonprofit Marketing Essentials (NP3157)
- Raise More Money From Your Business Community (NP3158)